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In re Application of:  
Michael Gilfix, *et al.*

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Group Art Unit: 2671

Serial No.: 10/687,239

Filing Date: October 16, 2003

Examiner: Unassigned

Title: Interactive, Non-intrusive Television  
Advertising

Docket No.: AUS920030360US1

Mail Stop: DD  
Commission for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

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Date:

May 14, 2004

Signature:

Catherine Berglund

Catherine Berglund

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Dear Sir:

Submitted herewith are patents, publications or other information of which the undersigned is aware, which he believes may be material to the examination of this application and in respect of which there may be a duty to disclose in accordance with 37 CFR 1.56.

While this Information Disclosure Statement may be "material" pursuant to 37 CFR 1.56, it is not intended to constitute an admission that any patent, publication or other information referred to therein is "prior art" for this invention unless specifically designated as such.

In accordance with CFR 1.97(b) the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR 1.56(a) exists.

This Information Disclosure Statement is filed before the mailing date of a first Office Action on the merits. 37 CFR 1.97(b).

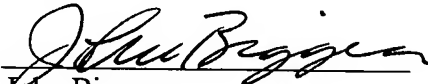
A list of the patents(s) and/or publications(s) is set forth on the attached Forms PTO/SB/08a & b.

A concise explanation of the items listed on PTO/SB/08a is not given.

The person making this statement is the attorney who signs below on the basis of the information in the attorney's file.

Respectfully submitted,

Date: 5.14.04

By: 

John Biggers

Reg. No. 44,537

Biggers & Ohanian, LLP

504 Lavaca Street, Suite 970

Austin, Texas 78701-2856

Telephone: (512) 472-9881

Facsimile: (512) 472-9887

ATTORNEY FOR APPLICANT(S)

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# TRANSMITTAL FORM

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U.S. PATENT & TRADEMARK OFFICE  
MAY 17 2004

Application Number	10/687,239
Filing Date	10/16/2003
First Named Inventor	MICHAEL GILFIX
Art Unit	2671
Examiner Name	Unknown
Attorney Docket Number	AUS920030360US1
Total Number of Pages in This Submission	43

## ENCLOSURES (Check all that apply)

<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation <input type="checkbox"/> Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to a Technology Center (TC) <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Forms PTO/SB/08a & b; References; and Return Postcard.
Remarks Please charge or credit Deposit Account 09-0447 for fees required or overpaid.		

## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual	John Biggers Reg. No. 44,537
Signature	<i>John Biggers</i>
Date	05/14/04

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STATEMENT BY APPLICANT**

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**Complete if Known**

Sheet 1 of 2

Application Number	10/687,239
Filing Date	10/16/2003
First Named Inventor	Michael Gilfix
Art Unit	2671
Examiner Name	Unknown
Attorney Docket Number	AUS920030360US1

**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
		US- 2002/0184623 A1	12-05-2002	Hodge et al.	
		US- 2002/0069405 A1	06-06-2002	Chapin et al.	
		US- 2002/0194592 A1	12-19-2002	Tsuchida et al.	
		US- 2002/0174430 A1	11-21-2002	Ellis et al.	
		US- 2002/0056136 A1	05-09-2002	Wistendahl et al.	
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		US- 2002/0133827 A1	09-19-2002	Newnam et al.	
		US- 2002/0120934 A1	08-29-2002	Abrahams	
		US- 2002/0194590 A1	12-19-2002	Pong	
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		US- 2002/0080163 A1	06-27-2002	Morey	
		US- 2002/0010923 A1	01-24-2002	Pack et al.	
		US- 6,292,187 B1	09-18-2001	Gibbs et al.	
		US- 5,929,850	07-27-1999	Broadwin et al.	
		US- 5,987,509	11-16-1999	Portuesi	
		US- 6,496,981 B1	12-17-2002	Wistendahl et al.	
		US- 6,275,989 B1	08-14-2001	Broadwin et al.	
		US-			
		US-			

**FOREIGN PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)				
		WO 02/05568 A2	01-17-2002	Link		

Examiner  
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Sheet

2

of

2

Application Number

10/687,239

Filing Date

10/16/2003

First Named Inventor

Michael Gilfix

Art Unit

2671

Examiner Name

Unknown

Attorney Docket Number

AUS920030360US1

**NON PATENT LITERATURE DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
		ZHU et al.; XML Based Interactive Video and Data Services over Cable; 03/11/2003; pp 3-4; Idea Group Publishing, Hershey, USA	

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Date

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